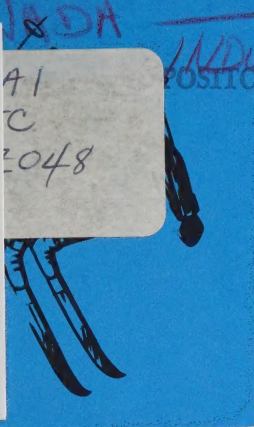




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SPORTS EQUIPMENT



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SPORTS EQUIPMENT



from CANADA

At the

1964

Western Market

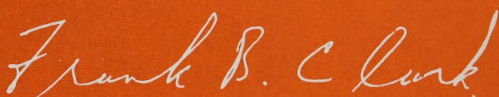
Sporting Goods Show

Ambassador Hotel, Los Angeles

October 31 — November 2, 1964

PUBLISHED BY AUTHORITY OF
THE HON. MITCHELL SHARP
MINISTER OF TRADE AND COMMERCE
OTTAWA, CANADA

We take pleasure in welcoming you to the Canadian Exhibit at the 1964 Western Market Sporting Goods Show in the Ambassador Hotel, Los Angeles, California, October 31 to November 2. This booklet lists the Canadian exhibitors and describes the wide range of products they offer. Representatives of the exhibiting firms and the Canadian Department of Trade and Commerce will be pleased to answer inquiries from interested businessmen at the Exhibit. Information on the full range of quality products and services available from Canada can be obtained at any time from this office or any of the other Canadian trade offices in the United States.



F. B. Clark
Consul and Trade Commissioner
Canadian Consulate General
510 West Sixth Street
Los Angeles 14, Calif.
Phone: MAdison 2-2233

SKILLFULLY CRAFTED FROM DISTINGUISHED DESIGNS

As more and more Canadians are enjoying a shorter work week and longer vacations, they are turning in ever-increasing numbers to sports activities to fill their leisure time. As a result, manufacturers in Canada are designing and producing equipment for all kinds of sports at a rate that has grown more than two and a half times in the past 10 years.

The wide variety and superior quality of Canadian-made equipment for many sports will be apparent to visitors at the 1964 Western Market Sporting Goods Show. Canadian exhibitors are showing equipment for summer and winter, indoor and outdoor sports. This booklet describes the equipment on display.

Canada has long been known as a winter sports paradise, because of its wide-open spaces and crisp cold weather. Thus, Canadian manufacturers have been world leaders in design and production of skates, hockey equipment, skis, toboggans and clothing for these activities.

These same wide-open spaces in Canada make it equally a paradise for summer sports enthusiasts and manufacturers are catering to the needs of the fisherman, the hunter, the boating enthusiast, golfer, tennis player, water skier, the camper, the picnicker and many others who appreciate the delights of warm Canadian summers.

The versatility of design and quality of manufacture of the equipment listed in this booklet will impress the visitor to the Canadian Exhibit. Full information about Canada's production for the sports enthusiast may be obtained from representatives of the participating companies or officials of the Canadian Department of Trade and Commerce.

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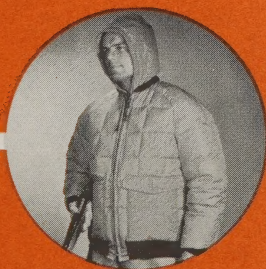
S. E. WOODS

Division of The Holden Manufacturing Co. Ltd.

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**CANADIAN TRADE OFFICES
IN THE UNITED STATES**

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ALJON PRODUCTS LIMITED
424 Birchmount Road
Scarborough, Ontario, Canada

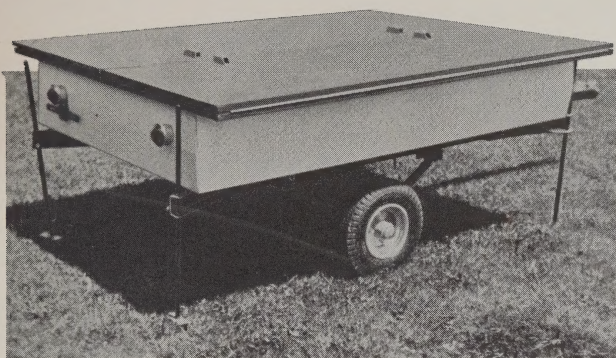
**TENT HARDWARE, TENT-TRAILER, COTS,
TOBOGGANS, SKI POLES**

AlJon Products Limited provides a complete line of aluminum and steel products for use with tents of all sizes and with other canvas goods. It also manufactures a compact tent-trailer.

The company produces center poles and uprights, canopy poles, ridge poles, eaves rods, tent pegs, teepee and pup tent frames for tent makers and retail outlets. Manufactured from high-strength steel tubing — zinc-plated and chromium dipped for protection against weather — the poles are rigid, adjustable or telescopic. Tent poles, ridge poles and eaves rods are also available in quality bright-drawn aluminum tubing. Other accessories include guy rope slides and toggles.

AlJon manufactures durable folding cots and beds for camp and home, with frames of bright, zinc-plated chromate-dipped tubular steel. The traditional army-style camp bed is easily assembled and folds compactly. Steel tube construction makes it lighter than an old-fashioned wooden-frame bed, and much sturdier.

AlJon's popular aluminum alloy toboggans, available in standard lengths from three to eight feet, withstand the roughest use — no dangerous splintering or jagged breaks. The AlJon ski poles are designed for the mass market where a light, strong and flexible pole is required. Made from bright-drawn aluminum tubing they come with genuine leather straps and metal baskets.



This AlJon tent-trailer is completely self-contained and the tent is assembled in minutes. AlJon Products Limited supplies this sturdy, compact trailer unit and all other hardware needed — all the camper does is add the canvas.

KNIT-RITE MILLS OF CANADA

168 Market Avenue East

Winnipeg 2, Manitoba, Canada

BULKY-KNIT SWEATERS

To meet the demand for comfortable, practical, casual clothing, Knit-Rite Mills of Canada designs and produces a varied and colorful range of superb bulky-knit sweaters bearing the famous Caldwell label — a recognized seal of quality.

These popular extra-bulky "big stitch" ribbed sweaters are available in pullover, button and zipper-front styles for men, women and boys. Warm and attractive, they are knitted from 100-per-cent Botany wool or high-bulk virgin turbo Orlon. They come in an attractive variety of colors and original designs with crew, V-neck and shawl collars. In solid colors and patterns, they are handsome and comfortable for any casual activity.

They combine the best features of machine knitting with the color, interest and craftsmanship of a hand-patterned design. The gay designs are hand-embroidered by highly skilled needleworkers. The individual patterns, worked in matching stitches and colors, complete Knit-Rite's hand-patterned bulky knits. Each sweater has a hand-knit appearance with the styling, fit and perfection of a machine-knit garment.

Available in matching "His and Hers" sets, Knit-Rite's colorful, attractive coat-sweaters are comfortable and practical for any casual activity. Sets are made in Orlon and 100-per-cent Botany wool.



PAYTEX CORPORATION
172 Kendal Avenue
Toronto 5, Ontario, Canada

CATAMARAN SAILBOAT

One of the fastest, safest sailboats afloat, the Scat catamaran from Paytex Corporation is unsinkable and has gained popular use as a diving float, floating sundeck, or a motorboat when equipped with a light outboard motor.

Exceptionally stable, the versatile Scat cannot capsize even in rough weather, and safely supports 1,200 pounds. The Scat's twin hulls are made of sturdy, expanded polystyrene foamed plastic, molded over a reinforced full-length plywood spine. The molding is done on giant presses in a special patented process — controlled exclusively by Paytex — which ensures that no air pockets occur to reduce positive buoyancy of the craft.

The Scat is assembled in minutes without special tools and dismantled just as quickly. Light and easy to transport and store, the Scat is 11 feet long, six feet wide, and weighs only 160 pounds. The one-piece mast has a track of extruded aluminum which strengthens the rigging for rough-weather sailing. Made of strong red-and-white nylon, the mainsail and jib are expertly cut and sewn.



All the exciting fun of sailing and motorboating in one of the safest, fastest sailboats afloat. Strong and stable, the Scat is easy to sail and is unsinkable. This versatile craft can be used as a diving float or a floating sundeck, and can also be equipped with a light outboard motor.

PENGOR LIMITED

Carleton Place, Ontario, Canada

AMPHIBIOUS RUNABOUT

The rugged little Penguin designed and built by Pengor Limited can travel almost anywhere. Only six feet long and less than four feet wide, it carries two people and their luggage or equipment at speeds up to 40 mph on land and 4 mph on water. With its 9¾-hp Villiers motor the fuel consumption is 50 to 60 miles to the gallon, and the fiberglass body withstands the roughest treatment.

The Pengor Penguin weighs only 290 pounds. It is small enough to be carried in a station wagon or car trunk, and is easily loaded into a light aircraft. An optional trailer hitch permits it to be towed behind conventional vehicles at highway speeds, for long-distance travel.

The ground bearing pressure is 4 psi — less than that of an average man — and the Penguin can climb 45-degree slopes fully loaded. Completely amphibious with built-in marine propulsion, the Penguin eliminates the need for carrying boats or canoes on cross-country trips. The tiny vehicle's mobility and versatility are useful in construction work, on hunting and fishing trips, surveying, prospecting, mining, timber cruising, controlling weeds and pests, farming, camping, or even as a golf cart. The Penguin is sure-footed on the roughest terrain and thoroughly at home in the water. It is an ideal "in-plant" vehicle. It can be used for delivery and for inspection tours by watchmen and V.I.P.'s.

Although built as an off-the-road vehicle, the Penguin may be easily adapted for highway travel with the addition of accessories to qualify it for licensing. It is distributed by Medco Industries (International) Corporation Ltd., 801 Eglinton Avenue West, Toronto, Ontario, Canada.



Equally at home on land or water, the Penguin is a versatile vehicle capable of traveling almost anywhere.

S. E. WOODS

**Division of The Holden Manufacturing Co. Ltd.
87 Montcalm Street
Hull, Quebec, Canada**

HUNTING AND SKI CLOTHING

Practical field-tested designs and exacting craftsmanship are features of the world-famous Falcon brand of outdoor garments manufactured by the S. E. Woods Division of The Holden Manufacturing Co. Ltd.

Combining lightweight warmth with freedom of movement, the Falcon line, designed by sportsmen for sportsmen, includes a wide variety of hunting coats and pants, insulated vests, parkas, underwear and ski jackets.

For maximum warmth and minimum weight, Falcon brand uses nature's best insulator for ultimate comfort in hunting and ski jackets — 100-per-cent pure down from waterfowl. Lightweight and warm, it won't wad or pack and retains its resiliency. In other deluxe hunting coats, Curon, a polyurethane foam with high insulating qualities is used. It breathes, is light and odorless and durable.

S. E. Woods produces action-free, long-wearing garments for fishing, hiking, hunting, shooting, skiing, mountain climbing and other cold-weather outdoor activities.

Represented by:

W. G. Simenson
1107 Arlington Avenue
Lagrange, Ill.

John D. Wise
2511 Franklin Avenue
Broomall, Pa.

Charles Allen
Number 2 Road
Manlius, N. Y.

T. D. Hooker
P. O. Box 466
Norris, Tenn.



Designed for waterfowl or big game hunting, this reversible hunting jacket is insulated with 100-per-cent pure water fowl down, and combines warmth with free-action design. The jacket reverses from scarlet nylon on one side to beige nylon and cotton gabardine on the other, and features a detachable hood with large pockets on both sides.

INFORMATION

Officials of the Canadian Department of Trade and Commerce and representatives of Canadian companies participating in the 1964 Western Market Sporting Goods Show at Los Angeles will answer inquiries from interested businessmen, and information is also available from the following Canadian trade offices in the United States:

LOS ANGELES

Consul and
Trade Commissioner
Canadian Consulate General
510 West Sixth Street
Los Angeles 14
Tel: MAdison 2-2233

BOSTON

Consul and Senior
Trade Commissioner
Canadian Consulate General
607 Boylston Street
Boston 16
Tel: 262-3760

CHICAGO

Consul and Senior
Trade Commissioner
Canadian Consulate General
Suite 2000
310 South Michigan
Avenue
Chicago 60604
Tel: 427-7926

CLEVELAND

Consul and
Trade Commissioner
Canadian Consulate
55 Public Square
Cleveland 44113
Tel: TOWer 621-5005

DETROIT

Consul and
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Canadian Consulate
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Detroit 26
Tel: WOOdward 5-2811

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Consul and
Trade Commissioner
Canadian Consulate General
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225 Baronne Street
New Orleans 12
Tel: JAcKson 5-2136

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Deputy Consul General
(Commercial)
Canadian Consulate General
680 Fifth Avenue
New York City 19
Tel: JUdson 6-2400
Night Line: JUdson 6-2321

PHILADELPHIA

Consul and
Trade Commissioner
Canadian Consulate
3 Penn Center Plaza
Philadelphia 2
Tel: LOcust 3-5838

SAN FRANCISCO

Consul General
Canadian Consulate General
333 Montgomery Street
San Francisco 4
Tel: YUkon 1-2670

SEATTLE

Consul General
Canadian Consulate General
The Tower Building
Seventh Avenue at
Olive Way
Seattle 1
Tel: MUtual 2-3515

WASHINGTON

Commercial Counsellor
Canadian Embassy
1746 Massachusetts Avenue,
N. W.
Washington 36, D.C.
Tel: DEcatur 2-1011

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